BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 International Diploma in Travel and Tourism Pearson BTEC Level 3 International Extended Diploma in Travel and Tourism
Unit number and title	**Unit 5: Travel and Tourism Enterprises**
Learning aim	A: Carry out market research to identify a new travel and tourism enterprise idea to meet the changing needs of consumers
Assignment title	In search of a bright idea!
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are working as a junior researcher for 'Bright Ideas in Tourism', a market research company specialising in the travel and tourism industry. You have been asked to carry out some market research and to put together a research portfolio. The focus of the work is to investigate opportunities for a new travel and tourism enterprise to meet changing consumer needs.
Task 1	Your comprehensive research portfolio should include: **Introduction** ● An explanation of the different types of market research that could be used to generate ideas for a new travel and tourism enterprise, including primary, secondary, qualitative and quantitative research. **Research Findings and Analysis** ● Detailed evidence of using a wide range of relevant primary research, for example questionnaires, focus groups, and secondary sources to thoroughly investigate current trends and opportunities for new travel and tourism enterprises. ● An analysis of your research findings to justify your choice and feasibility of the new travel and tourism enterprise idea and inform a start-up plan.

	Evaluation ● A detailed evaluation of the importance of carrying out thorough and appropriate market research before embarking on a new travel and tourism enterprise idea.
Checklist of evidence required	Research portfolio

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
Unit 5/A.D1	Evaluate the importance of carrying out thorough and appropriate market research before embarking on a new travel and tourism enterprise.
Unit 5/A.M1	Analyse research information to inform a start-up plan for a new travel and tourism enterprise idea
Unit 5/A.P2	Carry out research for a new travel and tourism enterprise idea.
Unit 5/A.P1	Explain the different types of market research that can be used to identify a new travel and tourism enterprise idea.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2018) *Pearson BTEC National Travel and Tourism Student Book.* Harlow: Pearson McMurtry, J. (2017) *Marketing for Dummies*, *5th Edition,* For Dummies: ISBN 978111936557 Armstrong G and Kotler P (2012) *Marketing: An introduction* Pearson ISBN 9780273762607 Kotler P and Armstrong G (2013) – *Principles of Marketing* Pearson ISBN 9780273742975 **Websites** www.abta.com/tips-and-latest/reports-and-trends Travel trend reports, ABTA. www.businesscasestudies.co.uk The Times 100 has economics and business case studies. www.gov.uk/browse/business Government portal with guidance for setting up a small business, financial and legal aspects etc www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism Office for National Statistics - reasons for travel and visitor spend

	www.profitableventure.com/travel-tourism-business-ideas Profitable venture - a business support website with latest trends and enterprise opportunities in travel and tourism.
Other assessment materials attached to this Assignment Brief	N/A